



WKMG

ORDER

Print Date 09/06/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 258461 /

Original Date / Revision
09/06/12 09/06/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 953

Alt Order # 06306362

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Order Share 100% Market Value 88550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$75,267.50	\$88,550.00	0.00	10/01/12	10/08/12	37	\$75,267.50	\$88,550.00
Totals	37	\$75,267.50	\$88,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/05/12	10/05/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$700.00		0.00			
2	WKMG	10/05/12	10/05/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$1,000.00		0.00			
E 3	WKMG	10/05/12	10/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$1,400.00		0.00			
4	WKMG	10/05/12	10/05/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 953

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	10/05/12	10/05/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$1,250.00		0.00			
5	WKMG	10/05/12	10/05/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$700.00		0.00			
6	WKMG	10/05/12	10/05/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$700.00		0.00			
7	WKMG	10/08/12	10/08/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$700.00		0.00			
8	WKMG	10/08/12	10/08/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$11,000.00		0.00			
9	WKMG	10/08/12	10/08/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,000.00		0.00			
10	WKMG	10/08/12	10/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,400.00		0.00			
11	WKMG	10/08/12	10/08/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,250.00		0.00			
12	WKMG	10/08/12	10/08/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$700.00		0.00			
13	WKMG	10/08/12	10/08/12	3-4p Nate/Doctors 9/10 The Doctors	CM	3-4p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$500.00		0.00			
14	WKMG	10/08/12	10/08/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$800.00		0.00			
15	WKMG	10/04/12	10/04/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$700.00		0.00			
16	WKMG	10/04/12	10/04/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **953**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	WKMG	10/04/12	10/04/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,000.00		0.00			
17	WKMG	10/04/12	10/04/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,400.00		0.00			
18	WKMG	10/04/12	10/04/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,250.00		0.00			
19	WKMG	10/04/12	10/04/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$700.00		0.00			
20	WKMG	10/04/12	10/04/12	3-4p Nate/Doctors 9/10 The Doctors	CM	3-4p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$500.00		0.00			
21	WKMG	10/04/12	10/04/12	430-5p Inside Edition Inside Edition	CM	430-5P	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$800.00		0.00			
22	WKMG	10/04/12	10/04/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$18,000.00		0.00			
23	WKMG	10/02/12	10/02/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$700.00		0.00			
24	WKMG	10/02/12	10/02/12	M-F David Letterman David Letterman	CM	1136p-1238a	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,000.00		0.00			
25	WKMG	10/02/12	10/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,400.00		0.00			
26	WKMG	10/02/12	10/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,250.00		0.00			
27	WKMG	10/02/12	10/02/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$700.00		0.00			
28	WKMG	10/02/12	10/02/12	3-4p Nate/Doctors 9/10 The Doctors	CM	3-4p	-1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$500.00		0.00			

